

SUMMER OPPORTUNITIES FAIR



October 2016

Dear Future Sponsor,

Believe it or not it's time to think about Summer! We hope that you will consider supporting our efforts for families of the greater Pasadena area by sponsoring the **26th Annual Westridge Summer Opportunities Fair**. On Saturday, February 4, 2017, approximately 3,000 families will visit with over 100 summer camps, programs and activities to begin to plan their children's summer activities. The Fair's success is due in large part to our on-going partnerships with you, the local business community and our vendors.

We hope you will consider supporting this exciting event for the first time or once again. The event not only benefits area families as they learn about summer opportunities, but the proceeds also support two life changing programs: 1) student enrichment at Westridge School whose mission of over 100 years is to provide world class college preparatory education for girls, and 2) Partnership for Success!, a program that fosters the academic and personal growth of promising students in the Pasadena Public Schools. Selected students enroll in a nine-year, fully-funded program that takes place for five weeks each summer at Westridge and other area private schools where the students gain valuable educational experiences.

In an effort to ensure that the Summer Opportunities Fair is a worthwhile investment for our sponsors, we offer several recognition opportunities that provide excellent visibility for your company, while supporting a vital resource for families in our community. Please review the benefits of each category of sponsorship in making your decision.

In order to draw 2,500-3,000 guests to attend the Summer Opportunities Fair (and see your sponsorship recognition) we have the following outreach:

- SOF Catalog: distributed the day of the fair to every attendee as well as local schools and libraries
- Radio: KPCC
- Print: LA Times San Gabriel and San Fernando Valley Editions, Outlook, San Marino Tribune, Los Feliz Ledger and all of Beacon Media Publications
- Online: LA Calendar Online, Pasadena Magazine, Orange Cat, Daily Candy, Red Tricycle and Moms LA
- Fliers: Distribution of digital and print fliers to local elementary, middle and high schools, libraries, parent associations, and merchants for display advertising

If there is any further information that we can provide, please do not hesitate to call or email; Pauline can be reached at (323) 393-5445 or pauline.mauro@gmail.com or feel free to contact Lou LaCasse at Westridge School - (626) 799-1053, ext. 264 or LLacasse@westridge.org.

Once again, thank you for considering this advertising opportunity and for recognizing the importance of providing enriching summer activities for our kids.

Sincerely,

Pauline Mauro and Sherry Panahi
Summer Opportunities Fair, Sponsorship Co-Chairs

324 Madeline Drive
Pasadena, California
91105-3399

t 626.799.1153 ext. 264
f 626.799.9236
sof@westridge.org
www.westridge.org/SOF